While no claims have been amended, canceled or added, the claims are presented herein for the convenience of the Examiner.

1. (Previously presented) A method for managing asset tracking information related to assets within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing an independent datastore, the method comprising:

(a) attaching to a particular instance of an asset a Universal Resource Locator (URL) that is unique to the particular instance of the asset;

(b) recording information pertaining to the particular instance of the asset in the independent datastore, the information being recorded by an upstream supplier entity;

(c) associating the recorded information from the upstream supplier entity with the URL;

(d) recording additional information pertaining to the particular instance of the asset in the independent datastore, the additional information being recorded by a downstream supplier entity;

(e) associating the additional information from the downstream supplier entity with the URL; and

(f) accessing at least one of the recorded information and the additional information via the URL.

2. (Previously presented) The method of claim 1, wherein act (b) comprises:

creating a record within a database; and

entering information provided by the upstream supplier entity into the record.

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3. (Canceled)

4. (Previously presented) The method of claim 2, wherein the URL corresponds to a resource comprising a Web page that is populated with at least a subset of the information in the record.

5. (Original) The method of claim 4, wherein act (d) comprises:

opening the record within the database; and

entering information provided by the downstream supplier entity into the record.

6. (Original) The method of claim 5 wherein act (e) comprises:

constructing a definition for the webpage, such that the webpage is populated with at least a subset of the information provided by the downstream supplier.

7. (Previously presented) A method for managing asset tracking information related to assets within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

(a)   recording information pertaining to a particular instance of a first asset, the information being recorded in the centralized asset tracking datastore by an upstream supplier entity;

(b)   attaching to the particular instance of the first asset a first Universal Resource Locator (URL) that is unique to the particular instance of the first asset;

(c)   associating the recorded information from the upstream supplier entity with the first URL;

(d)   recording information pertaining to a particular instance of a second asset, the information being recorded in the centralized asset tracking datastore by a downstream supplier entity, the particular instance of the second asset possessing the particular instance of the first asset as a constituent;

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(e)   attaching to the particular instance of the second asset a second URL that is unique to the particular instance of the second asset;

(f)   associating the recorded information from the downstream supplier entity with the second URL; and

(g)   associating the first URL with the second URL.

8. (Canceled)

9. (Canceled)

10. (Previously presented) The method of claim 7, wherein the first URL corresponds to a first resource comprising a first Web page and the second URL corresponds to a second resource comprising a second Web page, the first Web page including a hyperlink pointing to the second Web page.

11. (Previously presented) The method of claim 10, wherein the second Web page includes a hyperlink pointing to the first Web page.

12. (Previously presented) A method for providing asset tracking information related to assets within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

(a)   receiving an asset item comprising a particular instance of an asset from an upstream supplier;

(b)   determining a Universal Resource Locator (URL) that is attached to and unique to the asset item;

(c)   gathering information from the centralized asset tracking datastore recorded by the upstream supplier pertaining to the asset item;

(d)   associating the information with the URL; and

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(e)   transmitting the information, associated with the URL to the centralized asset tracking datastore.

13. (Previously presented) The method of claim 12, wherein act (b) comprises:
    reading the URL printed upon the asset item.

14. (Previously presented) The method of claim 12, wherein act (b) comprises:
    reading the URL printed upon a tag attached to the asset item.

15. (Previously presented) The method of claim 12, wherein act (b) comprises:
    reading the URL printed upon packaging associated with the asset item.

16. (Previously presented) The method of claim 12, wherein act (b) comprises:
    optically scanning the URL encoded in an optically scannable format, printed on a medium associated with the asset item.

17. (Previously presented) The method of claim 12, wherein act (b) comprises:
    optically scanning the URL encoded in an optically scannable format, printed upon the asset item.

18. (Previously presented) The method of claim 12, wherein act (b) comprises:
    magnetically scanning the URL encoded in a magnetically scanable format, disposed on a medium associated with the asset item.

19. (Previously presented) The method of claim 12, wherein act (b) comprises:
    magnetically scanning the URL encoded in a magnetically scanable format, disposed upon the asset item.

20. (Previously presented) The method of claim 12, wherein acts (d) and (e) comprise:

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entering the information into a webpage, the webpage being uniquely associated with the asset item.

21. (Previously presented) A method for accessing asset tracking information related to assets within a supply chain, the supply chain comprising a plurality of supplier entities capable of entering information into a centralized asset tracking datastore, the method comprising:

    (a)   receiving an asset item comprising a particular instance of an asset from an upstream supplier;

    (b)   determining a Universal Resource Locator (URL) that is attached to and unique to the asset item; and

    (c)   retrieving information related to the asset item from a centralized asset tracking datastore based upon the URL, the information having been entered in the centralized asset tracking datastore by two or more independent upstream supplier entities.

22. (Previously presented) The method of claim 21, wherein act (b) comprises:
    reading the URL affixed upon the asset item.

23. (Previously presented) The method of claim 21, wherein act (b) comprises:
    reading the URL affixed to a tag attached to the asset item.

24. (Previously presented) The method of claim 21, wherein act (b) comprises:
    reading the URL printed upon packaging associated with the asset item.

25. (Previously presented) The method of claim 21, wherein act (b) comprises: optically scanning the URL encoded in an optically scanable format, printed on a medium associated with the asset item.

26. (Previously presented) The method of claim 21, wherein act (b) comprises: optically scanning the URL encoded in an optically scanable format, printed upon the asset item.

27. (Previously presented) The method of claim 21, wherein act (b) comprises:

magnetically scanning the URL encoded in a magnetically scanable format, disposed on a medium associated with the asset item.

28. (Previously presented) The method of claim 21, wherein act (b) comprises:

magnetically scanning the URL encoded in a magnetically scanable format, disposed upon the asset item.

29. (Previously presented) The method of claim 21, wherein act (c) comprises:

using the URL to access a webpage uniquely associated with the asset item, the webpage containing information related to the asset item.

30. (Previously presented) A method for managing asset tracking information related to assets within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

(a)   gathering information pertaining to a particular instance of an asset;

(b)   transmitting from an upstream entity the information to the centralized asset tracking datastore, the information being unique to the particular instance of the asset, independent of any particular transaction;

(c)   sending the particular instance of the asset from the upstream entity to a downstream entity;

(d)   determining, at the downstream entity, a Universal Resource Locator (URL) that is attached to and unique to the particular instance of the asset, in response to having received the particular instance of the asset;

(e)   gathering downstream information pertaining to the particular instance of the asset;

(f)   associating the downstream information with the unique URL independent of any particular transaction;

(g)   transmitting the downstream information, associated with the unique URL, from the downstream entity to the centralized asset tracking datastore; and

(h)   recording the downstream information from the downstream provider in association with information from the upstream entity.

31. (Previously presented) The method of claim 30, wherein act (b) comprises:

entering the information into a webpage that is uniquely associated with the particular instance of the asset.

32. (Original) The method of claim 31, wherein acts (f) and (g) comprise:

entering the downstream information into the webpage.

33. (Canceled)

34. (Previously presented) A product that has been handled in an asset-based information tracking supply chain, the product comprising:

an asset item comprising a particular instance of an asset; and

a Universal Resource Locator (URL) encoded upon a medium attached to the asset item, the URL uniquely associated with the asset item and corresponding to a web page for presenting information related to the asset item, wherein the information was entered into a centralized asset tracking datastore by two or more independent supplier entities that handled the asset item during processing through the supply chain.

35. (Previously presented) The product of claim 34, wherein the URL encoded upon a medium comprises a magnetic strip attached to the asset item, the magnetic strip being encoded with the Universal Resource Locator.

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36. (Previously presented) The product of claim 34, wherein the URL encoded upon a medium comprises a tag attached to the asset item, the tag having the URL printed thereupon.

37. (Previously presented) The product of claim 34, wherein the URL encoded upon a medium comprises an optical strip attached to the asset item, the optical strip being encoded with the URL.

38. (Previously presented) The product of claim 34, wherein the URL encoded upon a medium comprises a barcode attached to the asset item, the barcode being encoded with the URL.

39. (Previously presented) A system for storing and making available asset-related information regarding an asset within a supply chain, the supply chain comprising a plurality of entities capable of accessing a centralized datastore, the system comprising:

    the datastore, configured and arranged to store information related to a particular instance of the asset as an information set;

    a server, in communication with the datastore, the server being configured and arranged to implement a definition of a webpage, the webpage being defined so as to require webpage population with at least a subset of the information set stored in the datastore, and the webpage being uniquely associated with a network address attached to and unique to the particular instance of the asset; and

    a network configured and arranged to provide information connectivity between the server and business systems possessed by the entities comprising the supply chain, wherein the information related to the particular instance of the asset includes data that was entered into a centralized asset tracking datastore by two or more independent supplier entities of the supply chain while the particular instance of the asset was processed by the respective two or more independent supplier entities.

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40. (Previously presented) The system of claim 39, wherein webpage is configured and arranged to contain a hyperlink pointing to a webpage uniquely associated with a particular instance of a second asset, the particular instance of the second asset being associated with the particular instance of the first asset.

41. (Withdrawn) A method of tracking a particular asset using one or more networks, the method comprising:

associating an identification code with the particular asset, the identification code uniquely identify the particular asset and representing a network address;

storing information relating to the particular asset at a location addressable by the network address represented by the identification code; and

accessing, via the one or more networks, at least some of the information relating to the particular asset using the identification code.

42. (Withdrawn) A method of tracking a particular asset using one or more networks, the method comprising:

attaching a unique identification code to the particular asset;

storing information relating to the particular asset at a database accessible from the one or more networks by way of a network access identifier; and

accessing the information relating to the particular asset from the database using the unique identification code as the network access identifier.

43. (Withdrawn) The method according to claim 42, wherein attaching a unique identification code to the particular asset comprises:

encoding the unique identification code using one of a magnetic, optical, or bar code; and

affixing the encoded unique identification code to the particular asset.

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44. (Withdrawn) The method according to claim 42, wherein attaching a unique identification code to the particular asset comprises affixing the unique identification code to the particular asset.

45. (Withdrawn) The method according to claim 42, wherein storing information relating to the particular asset comprises:

transferring the particular asset from one point of a supply chain to another point of the supply chain;

accumulating information associated with the particular asset at one or more points of the supply chain; and

writing the accumulated information to the database by addressing the database via the one or more networks using the unique identification code.

46. (Withdrawn) In a network-based asset tracking system, information pertaining to a particular asset is tracked throughout a lifecycle of the particular asset, the particular asset comprising an identification code attached to the particular asset, wherein the identification code represents both a unique identification of the particular asset being tracked and a network address of a network-based repository location where the information pertaining to the particular asset is accessible.

47. (Withdrawn) The particular asset according to claim 46, wherein the network access identifier includes a Uniform Resource Locator (URL) of a webpage associated with the network-based repository that is used to store information pertaining to the particular asset.

48. (Withdrawn) The particular asset according to claim 47, wherein the network access identifier includes the URL of the webpage associated with the network-based repository that is used to retrieve information pertaining to the particular asset.

49. (Withdrawn) An asset associated with a supply chain, the asset comprising an identification code physically associated therewith, wherein the identification code represents both a unique identifier uniquely identifying the asset and a network address of a network-based repository location where information pertaining to the asset is accessible via a network.